

POLICY STATEMENT
FOR PM USA REPRESENTATIVES
TO STATE TAN ADVISORY COMMITTEES

The Tobacco Institute has the responsibility to develop a nationwide legislative support system for the tobacco industry. This support system is called the Tobacco Action Network (TAN).

Philip Morris U.S.A. participates in the activities of TAN through our own company-sponsored legislative support system which is called the Tobacco Action Program (TAP).

In order to assist those employees who volunteer to participate in the TAP-TAN effort, the PM USA Public Affairs Department distributes educational materials -- The TAP Manual and TAP audio-visual program; and information updates -- the TAPGRAM.

Periodically, our TAP volunteers are asked to help the tobacco industry tell our side of the story through community activities and with letters to the editors. Also, TAP volunteers are occasionally requested to participate in industry-wide efforts on federal, state and local legislative and regulatory proposals. To insure proper coordination and guidance for our volunteers, all requests for action by TAP members are communicated from the PM USA sales force leadership at 100 Park. Our PM USA Public Affairs Department is responsible for providing the information needed to implement the requests.

In 1980, state TAN coverage will expand to 41 states. In each of the newly organized states, TAN is organizing a state TAN Advisory Committee. These Advisory Committees are responsible for aiding the state TAN Director in the development of the TAN Network. A PM USA TAP volunteer has been appointed to represent Philip Morris USA on each committee.

Our representatives on these committees are responsible for:

1. Communicating with the PM USA sales force leadership at 100 Park and our Public Affairs Department to insure proper coordination before our TAP volunteers are activated.
2. Monitoring and guiding the development of our TAP program and the TAN Network in order to continually increase the quality and effectiveness of the TAP-TAN effort without sacrificing our employees' contribution to the PM USA sales force goals.

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3. Under no circumstances should TAP volunteers be activated for industry efforts without clearance by the PM USA sales force leadership at 100 Park.
4. The PM USA representative on the state TAN Advisory Committee should report to the PM USA Public Affairs Department about all TAN activities in their state.

Questions concerning the implementation of this policy should be directed to Hawes Coleman and Gene Blandford in the sales force and Bernie Robinson and Alan Miller in the Public Affairs Department.

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